Markets for Good Nutrition

Gwyneth Cotes, Director of Global Initiatives, SPRING Project
• What are the ways that agriculture programming contributes to better nutrition?

• What role does the food system play in a healthy diet and why is this important?

• What are the elements of a “nutrition-sensitive” market system?
So what?
U.S. GOVERNMENT
GLOBAL FOOD
SECURITY STRATEGY
FY 2017-2021

September 2016
Why nutrition?

- Child mortality – 45% of deaths
- Reduced human potential
- Lost economic productivity
- This is a global problem – and it’s getting worse
Improved nutrition drives economic growth

Investment = $1
Better nutrition
Economic development
Return = $16

Sources:
Changing trends in nutrition – SEA region

- 30% of adults are overweight or obese

*From Katrien Ghoos, “Malnutrition and Food Systems in South-East Asia: Emerging Trends”*
Diet is the leading risk factor for disease

Source: Global Burden of Disease Study 2013 Collaborators (2015), Figure 5
Note: The graph shows global disability-adjusted life years (DALYs) attributed to level 2 risk factors in 2013 for both sexes combined.
Malnutrition has multiple causes

- **Immediate Causes**
  - Nutrient Intake
  - Health Status

- **Underlying Causes**
  - Food Security
  - Care Resources and Practices
  - Health Services and WASH

- **Basic Causes**
  - Institutions
  - Political and Ideological Framework
  - Economic Structure
  - Resources: Environment, Technology, People

Adapted from UNICEF, 1990
How does agriculture affect nutrition?

Food production
• Increased food security
• Greater diversity
• Lower food costs

Farm income invested in...
• Diverse diet and nutrient-rich foods
• Health and WASH services and products

Gender in agriculture
• Maximizing women’s control of income
• Managing demand of women’s time and energy
Agriculture to Nutrition Pathways

Key components of the enabling environment:
- Food market environment
- Natural resources environment
- Health, water, and sanitation
- Nutrition/health knowledge and norms
What does a healthy diet look like?

- Diversity of foods and food groups
- Plenty of fruits, vegetables, pulses, nuts…
- Animal source foods at recommended levels
- Moderate consumption of “ultra-processed” foods
- Clean and safe
- Sufficient food available all year round
- Doesn’t deplete natural resources
Food system and its influence on diets

Enabling environment: demographics, policy, cultural and social norms
Diets don’t necessarily improve with income

Percentage of value of food consumed from different categories

- Own production
- Purchase: unprocessed
- Purchase: low processed
- Purchase: high processed

Source: Compiled by the authors, based on data in Tschirley et al. (2015)
...Or with rising development
Consumer price trends 1990-2010
(UK, Mexico, Brazil, South Korea & China)

- fruits and vegetables
- highly-processed foods

Note: CH: China; KR: Republic of Korea; BR: Brazil; MX: Mexico; UK: United Kingdom
Source: Overseas Development Institute, Figure A, Wiggins and Keats (2015)
Meeting the "5 a day" fruit and vegetable recommendation would cost low income households in Bangladesh, India, Pakistan and Zimbabwe 52% of their household income.

Source: Miller et al. Lancet August 2016, cited by Lawrence Haddad
Income and nutrition

- Income = More dietary diversity and expenditure on food
- Income spent on better water, sanitation, healthcare, and girls’ education
- Indirect relationship: 10% increase in farm income = 3% increase in food consumption

(Benfica & Kilic 2016)
Gender and nutrition

- Women's use of income for food and non-food expenditures
- Ability of women to care for themselves and their families
- Women's energy expenditure
- Tackling gender norms is possible
Market systems approaches for nutrition

- Move beyond staple crops
- Food labeling/advertising
- Fortification
- Processing and trade for nutrient-rich foods
- Integration of nutrition education
- Promote use of income for health, nutrition, WASH
- Promote women’s control of income...avoid reinforcing gender norms
- Strengthen resilience of households and markets
- Support policies and guidelines that improve access and affordability of nutritious foods
Your turn…

What is your vision of a nutrition-sensitive market system, that promotes healthy diets, and improved health and wellbeing?
Market systems that work for nutrition

“We need to nourish, not just feed, 9 billion people by 2030”

- Start with the nutrition and diet that you want to achieve, and work back to change food systems so that they are ‘fit for purpose’
- Nutrition needs to be included at the design phase
- Don’t overlook the impact of market systems on gender and incomes/expenditures
- Enabling environment is as important as program activities
Key takeways

• Many sectors have to play a part in addressing malnutrition

• Acting alone unlikely to have large impact – we all have to work in harmony

“Speaking different languages”…

Be generous with one another, and assume good intentions…
Gwyneth Cotes
Director, Global Initiatives
gwyneth_cotes@jsi.com

http://www.spring-nutrition.org